



UNIVERSIDADE
NOVA
DE LISBOA

ISBN: 1646-8929

IET Working Papers Series
No. WPS02/2016

Monika Jurkiewicz

(email: m.jurkiewicz@campus.fct.unl.pt
monika.jurkiewicz.8@gmail.com)

Why Intelligent Travel System is a good organizing trips tool for Polish tourists?

IET/CICS.NOVA
Innovation and Technology Studies pole at FCT-UNL
Centro Interdisciplinar de Ciências Sociais
Faculdade de Ciências e Tecnologia
Universidade Nova de Lisboa
Monte de Caparica
Portugal

Why Intelligent Travel System is a good organizing trips tool for Polish tourists? ¹

Monika Jurkiewicz

MSc student at Universidade Nova Lisboa (FCT-UNL)

(email: m.jurkiewicz@campus.fct.unl.pt
monika.jurkiewicz.8@gmail.com)

1st version: January 20, 2016

2nd version: April 25, 2016

Contents

1	What is intelligent travel system about?	4
2	Main aspects tourism industry in Poland	4
2.1	Data explanation.....	4
2.2	Economical situation in Poland and its influence on tourism	5
2.3	European Union and Poland comparison	6
2.4	Structure of tourists	8
2.5	The way of organizing trips	9
3	Analysis	11
4	Bibliography	12

¹ Paper based on the report for the unit on “Sociology of New Information Technologies” at the MSc Industrial Management and Engineering at the Universidade Nova Lisbon, Faculty of Sciences and Technology, under supervision of Prof. António B. Moniz. The report had the support from the ERASMUS program.

Abstract

With a growing influence of web applications and social networking sites on every aspect of people's lives travel industry has still not sufficient support from Internet Technology. Increasing travel possibilities and a slow change of lifestyle among young people, they are more focused on entertainment and experiencing something new instead of only making money, that is a good sign for developing tools which might help with organizing spare time. Poland is a growing country. After many years of economic stagnation now there may be observed grow in standards of living and this phenomenon is not decreasing but quite opposite. Young people are more focused on spending their life in more joyful way than their parents did. One of the examples is a travelling.

Keywords: Internet, tourism, Poland

JEL codes: L83, O31, Q26

1 What is intelligent travel system about?

Intelligent Travel System is the application helping people to choose travel destination by suggesting places which match to their usual interest by analysing preferences and which has easy access to reviews of places visited by friends.

Taking into account Polish tourists as users of this application I would like to focus on economical aspect of tourism in Poland and their preferences witch choosing travel destination and other aspects of journey. In this research paper I would like to show the situation in travel business, what Polish tourists expect from trips and what are the main sources of information.

2 Main aspects tourism industry in Poland

2.1 Data explanation

All of the researches was conducted on Polish or EU-28 residents aged 15 or above. It was carried out on representative sample of citizens.

Short term trip lasts 2-4 days and is combined with at least one night stay not at a place of residence. Long term trip includes at least 4 nights of stay outside a place of residence.

According to data from *World Tourism Organization* international outbound tourists are the number of departures that people make from their country of usual residence to any other country for any purpose other than a remunerated activity in the country visited. The data on outbound tourists refer to the number of departures, not to the number of people travelling. Thus a person who makes several trips from a country during a given period is counted each time as a new departure. However for *Instytut Turystyki* participation in particular type of the trip means taking part at least of one trip this type. One person may go to many types of trips (short term domestic, long term domestic, short term outbound, long term outbound), that is the reason why percentages do not sum to 100%.

2.2 Economical situation in Poland and its influence on tourism

On the chart we can see big decrease in tourist trips made by Polish citizens (aged 15 and above) since 2009 until 2011. The lowest point was reached in 2011 at 14.1 million of people taking part in any kind of trip.

After that time the amount of Polish people participating in tourist trips significantly rise up reaching the highest point in 2013 of 18.3 million.

Type	2007	2008	2009	2010	2011	2012	2013
Long domestic trips	28% (9,2 m)	29% (9,5 m)	30% (9,8 m)	26% (8,5 m)	23% (7,5 m)	29% (9,5 m)	32% (10,5 m)
Short domestic trips	23% (7,5 m)	20% (6,5 m)	21% (6,9 m)	22% (7,2 m)	21% (6,9 m)	30% (9,8 m)	30 % (9,8 m)
Domestic In total	N/D	N/D	41% (13,4 m)	38% (12,4 m)	37% (12 m)	43% (14 m)	46% (15 m)
Long outbound trips	13% (4,3 m)	14% (4,7 m)	14% (4,6 m)	12% (4,1 m)	11% (3,4 m)	13% (4,3 m)	14% (4,6 m)
Short outbound trips	3% (1 m)	4% (1,2 m)	3% (1,1 m)	3% (0,8 m)	3% (0,8 m)	4% (1,3 m)	4% (1,3m)
Outbound trips in total	15% (5 m)	17% (5,6 m)	16% (5,4 m)	14% (4,7 m)	13% (4,1)	16% (5,2 m)	17% (5,6 m)
All together	47% (15,4 m)	48% (15,7 m)	49% (16 m)	45% (14,7m)	43% (14,1 m)	51% (16,7 m)	56% (18,3 m)

Table1: Polish people participating in tourism trips

Source: Activ Group 2013, Instytutu Turystyki

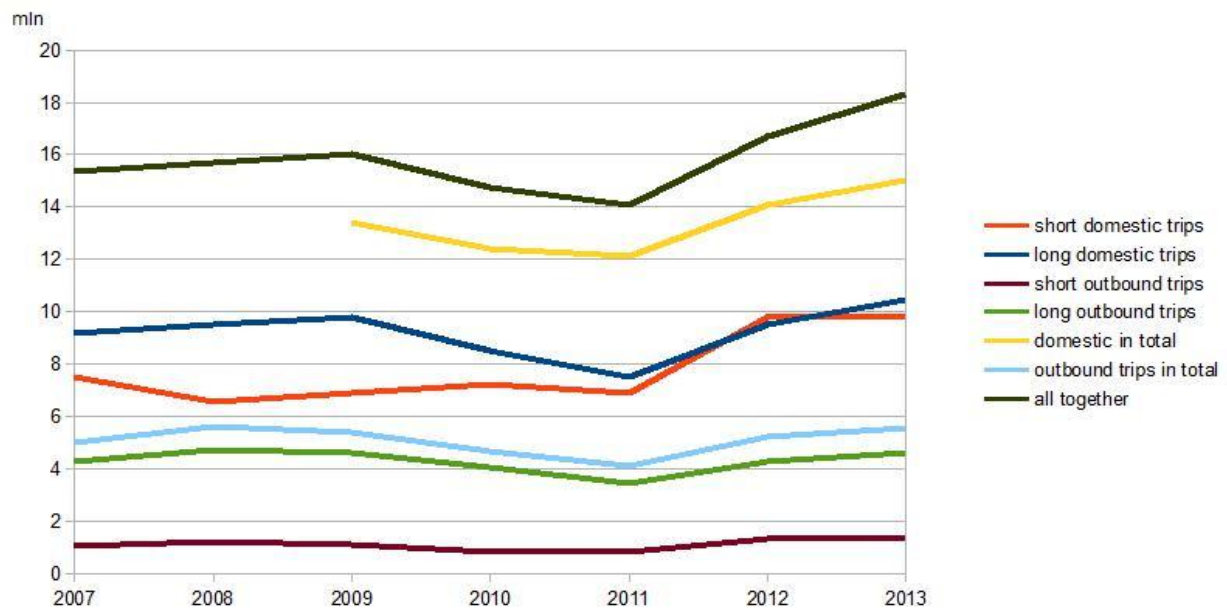


Figure 1: Polish people participation in tourism trips (2007-2013)

There is a growing trend in travelling by Polish people. The low number in 2009 was caused by global economical crisis with was also noticeable in 2010. A decrease in number of outbound trips in Poland was not only caused by global crisis but also by bankruptcy of some Polish travel agencies and not stable political situation in common holidays destinations.

After these years people still were touched by crisis but they started to familiarize themselves with the situation and could afford on smaller trips. Due to that there is a high increase in short domestic trips from 6.9 million of people taking a part at least in one trip of this type in 2011 till 9.8 million in 2012.

2.3 European Union and Poland comparison

Polish people more often choose domestic trips than people in other European countries – 36.9% of Polish people took a part in this kind of trip in 2014 comparing to 30% of EU-28 citizens. The amount of domestic tourists in Poland increased in 2013 and had a small decrease in 2014 but still represent high percentage of trips.

Type	2012	2013	2014
PL domestic	34,60%	37,60%	36,90%
EU domestic	31,30%	31,00%	30,00%
PL outbound trips	7,90%	8,70%	7,30%
EU outbound trips	12,60%	11,80%	10,60%
PL domestic and outbound	5,40%	5,80%	9,10%
EU domestic and outbound	16,60%	18,10%	19,40%
PL all countries in the world	47,90%	52,10%	53,30%
EU all countries in the world	60,40%	60,20%	60,00%

Table 2: PL/EU-28 Participation in tourism for personal purposes

Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files

Percentage of total population

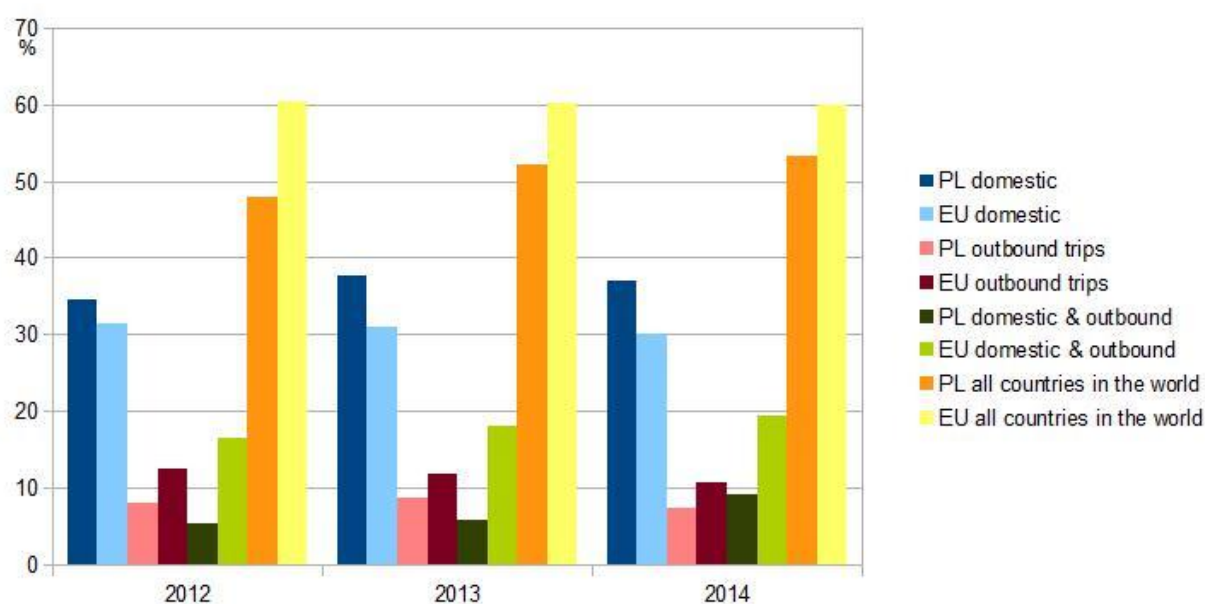


Figure 2: PL/EU-28 Participation in tourism for personal purposes (2012-2014)

The main reason of choosing this kind of travel is lower cost of domestic trips. Considering the other kind of trips, Poland is behind most of European countries. Percentage of Polish people taking a part in domestic and outbound trip in 2014 reached 9.1% while in EU-28 19.4%. That shows a big difference, however one year earlier in 2013 only 5.8% of Polish people took a part in both domestic and outbound trip. In Europe amount of travelling people is stable while in Poland is slightly growing.

2.4 Structure of tourists

According to data of the Polish Institute of Tourism (Instytut Turystyki), people much often choose traveling as a way for spending spare time. There is noticeable increase between 2011 and 2012 on every kind of trip (long, short domestic and outbound) mostly among young people.

Age	2009			2010			2011			2012		
	L	S	O	L	S	O	L	S	O	L	S	O
15-19	48%	28%	19%	42%	29%	16%	25%	18%	9%	51%	57%	34%
20-29	34%	27%	24%	30%	32%	19%	36%	26%	18%	33%	46%	24%
30-39	34%	22%	20%	32%	25%	16%	31%	18%	19%	37%	36%	16%
40-49	27%	21%	13%	26%	20%	15%	18%	23%	22%	26%	31%	8%
50-59	26%	20%	17%	22%	20%	15%	15%	21%	17%	30%	21%	15%
>=60	20%	13%	8%	18%	13%	8%	17%	17%	8%	14%	13%	9%
All	30%	21%	16%	26%	22%	14%	23%	21%	13%	29%	30%	16%

Table 3: Age of Polish people participating in tourism trips

Source: Instytut Turystyki

L – long outbound trips; *S* – short domestic trips; *O* – outbound in total

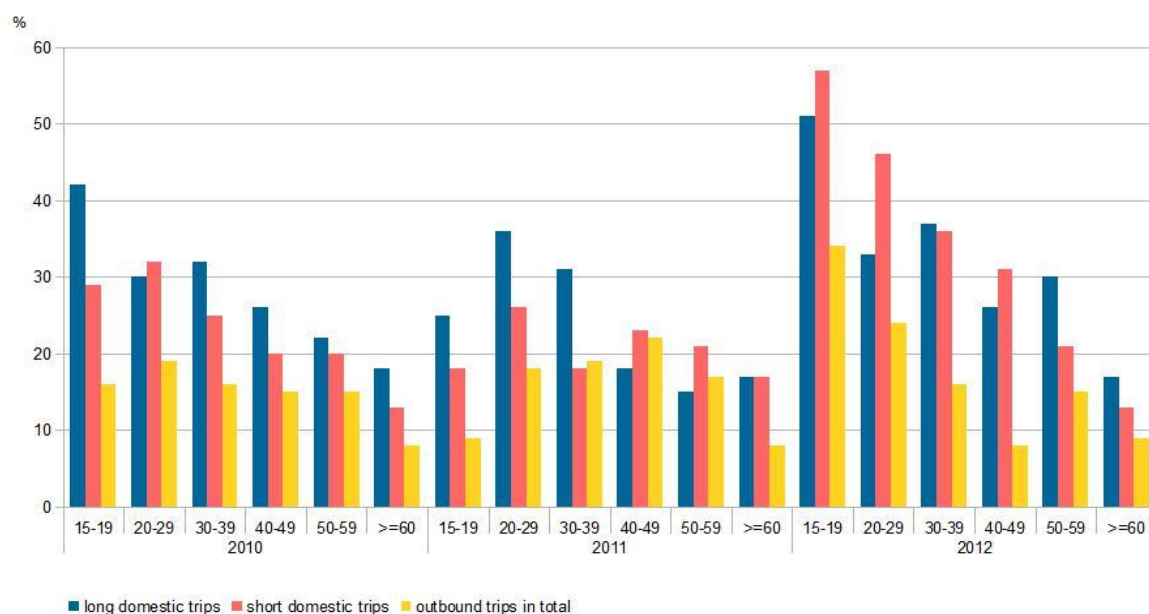


Figure 3: Age of Polish people participating in tourism trips (2010-2012)

The percentage of young people (age 15-19) who took a part in outbound trip changed from 9% in 2011 to 34% in 2012. Increase in outbound trips occurred among people aged 20-29 (from 18% to 24%). Short domestic trips became more popular among all the groups excluding people aged 60 and older.

There is very small change in travel habits among people above age 50. The significant decrease in percentage of tourist aged 40-49 taking a part in outbounds trips was in 2012 - 8% while in 2011 reached 22%.

2.5 The way of organizing trips

Self organization is getting more popular for outbound trips. In 2012 percentage of people who have chosen self organisation for outbound trip reached 56%, a year earlier in 2011 it was 45%. Short domestic trips are mostly organized by tourist on their own all the time taking into account, the same situation is with long domestic trips. The amount of outbound travels organized by workplaces or travel agencies is decreasing in place of self organisation.

Type	2009			2010			2011			2012		
	L	S	O	L	S	O	L	S	O	L	S	O
Self organization	86%	89%	45%	87%	90%	43%	87%	90%	45%	86%	89%	56%
Workplace, school	11%	11%	8%	12%	11%	6%	12%	11%	5%	15%	12%	3%
Travel agency	6%	1%	49%	5%	1%	54%	6%	1%	54%	5%	2%	44%

Table 4: Polish people participating in tourism trips according to organization types

Source: Instytut turystyki

L- long domestic trips; *S* – short domestic trips; *O* – outbound in total

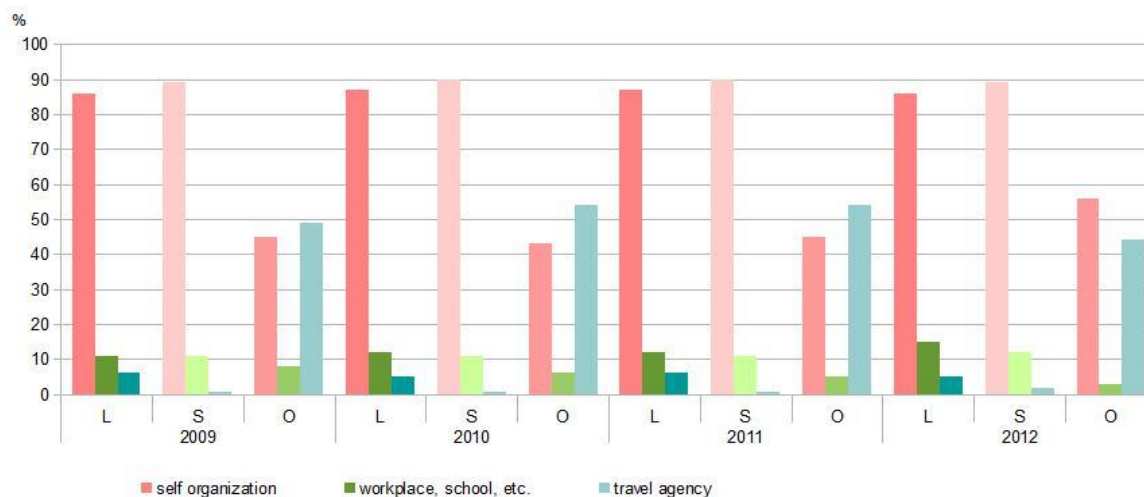


Figure 4: Polish people participating in tourism trips according to organization types (2009-2012)

The other research conducted by *Instytut turystyki* in 2013 shows that 6% people at age 15-29 did not go anywhere because of lack of organization or no place to go. Comparing to other groups (30-49.1%; above 50 years old, 2%) it is considerably amount of people.[1]

76% of respondents take an idea for trips from the internet. On the second place there are friends and family 63%, the other sources of information for example book guides have a maximum of 27%.[2]

3 Analysis

Travel industry is a developing branch in Poland. In years 2009-2011 after global economic crisis amount of tourists decrease and rise up again after these years. People again choose travel as a good option for spending spare time. The amount of trips is still growing. Popularity of travelling is increasing especially among young people who could be main target for *Intelligent travel system*.

Much more possibilities to choose cheap ways for travelling like budget flights, buses, websites helping with finding places to stay and many discounts enable people with limited budget to travel. However there are not enough tools for creating and sharing trip which can satisfy young demanding traveller.

Outbound trips became more affordable for young people. There are many causes for those phenomena for example easier access to information, lifestyle change and higher standard of living. They much often than older people organize trip by themselves. Young tourists are better educated and have good language knowledge.

This application may be also useful for people who choose Poland as a travel destination. Many travellers are not away about variety of places to go in their own country. Following opinion of their friends or suggestions from *Intelligent travel system* they may find many suitable places for relax.

In conclusion it is easy to see that the biggest source of information about trip comes from the Internet or from friends. Joining both of these things in the one tool seems very successful idea. People have better attitude towards things which are recommended by friends. This tool also can choose a destination based on already visited places and preferences of the user. It seems perfect idea for young people who like to explore new places and travellers looking for relax in their country.

4 Bibliography

- (1) Jerzy Łaciak, Aktywność turystyczna mieszkańców Polski w wyjazdach turystycznych w 2012 roku, Warszawa, 2013
- (2) Polska Organizacja Turystyczna, Raport z badania krajowego rynku turystycznego, Warszawa, lipiec 2014
- (3) Type of tourist trips in Poland, <http://stat.gov.pl/>
- (4) European and Polish tourism, <http://ec.europa.eu/eurostat/web/tourism/>
- (5) Ewa Wierzbicka: Bankructwa touoperatorów. Czy turyści biur podróży są bezpieczni?, <http://www.praktycznateoria.pl/bankructwa-touoperatorow-czy-turysci-biur-podrozy-sa-bezpieczni/>